

# Principles for Effective Communication of Health Risks in High Concern, High Stress Situations

Satellite Conference and Live WebCast  
Friday, May 7, 2004, 2:00-3:30 p.m., Eastern Time

1:00-2:30 p.m. (Central Time) • 12:00-1:30 p.m. (Mountain Time) • 11:00 a.m.-12:30 p.m. (Pacific Time)

*A unique opportunity is offered to public health professionals across the country to participate in the 22nd National Conference on Health Education and Health Promotion being held in Orlando, Florida.*

The events of September 11, the use of anthrax as a weapon, and the SARS and Avian Flu epidemic threats have challenged local public health officials like never before. Along with protecting the public, our responsibility to communicate--both in emergencies and every-day--has never been so clear. Vincent T. Covello, PhD, Director of the Center for Risk Communication in New York City and an internationally recognized expert in this science-based approach to communicating in high concern, sensitive, controversial or emotionally charged situations, will address the 22nd National Conference on Health Education and Health Promotion, The Future of Health Promotion and Health Education Transforming Vision into Reality. Focusing on high concern, high stress situations, Dr. Covello will present real world examples of both effective and ineffective crisis and risk communication and share practical tools and techniques, including "one voice" message maps and templates.

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**Vincent T. Covello, PhD**

Director of the Center for Risk Communication  
New York

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## **Conference Objectives:**

1. List and contrast the principles of effective risk and crisis communication.
2. Describe how to use message mapping and message templates in high profile situations.
3. Effectively and appropriately apply message mapping and message template tools to crisis communication.

## **Continuing Education Credit:**

DHPE is a designated provider of continuing education contact hours for Certified Health Education Specialists. There is a \$20 fee for contact hours.

## **Registration and Conference Details:**

Register online [www.adph.org/alphtn](http://www.adph.org/alphtn)

Satellite coordinates and webcast information will be provided only to registered participants. Conference materials will be available approximately one week before the program.

# The Future of Health Promotion and Health Education

## *Transforming Vision Into Reality*

### Satellite Conference

*A unique opportunity is offered to  
public health professionals across the country  
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Wednesday, May 5, 2004 • 2:00-3:30 p.m., Eastern Time  
***Bridging Traditional Environmental Health and  
Health Promotion***

Panel of experts from the Agency for Toxic Substances and Disease Registry  
(ATSDR), U.S. Department of Health and Human Services

Thursday, May 6, 2004 • 2:00-3:30 p.m., Eastern Time  
***Transforming Vision to Reality:***

***The Potential Power of Partnerships***

EDUARDO SANCHEZ, MD, MPH

Commissioner of Health  
Texas Department of Health

Friday, May 7, 2004 • 2:00-3:30 p.m., Eastern Time  
***Principles for Effective Communication of Health  
Risks in High Concern, High Stress Situations***

VINCENT T. COVELLO, PhD

Director of the Center for Risk Communication  
New York, New York

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**Questions:** [alphtn@adph.state.al.us](mailto:alphtn@adph.state.al.us) or 334.206.5618

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the Centers for Disease Control and Prevention (CDC)

22nd National Conference  
Health Education and Health Promotion • May 5-7, 2004  
Orlando, Florida